

AMENDMENT TO THE CLAIMS

Please amend the claims as follows:

Claims 1- 17 (Cancelled)

18. (Currently Amended) A computerized method for superimposing an advertisement onto a web page, the method comprising: parsing the web page at a browser, wherein the web page includes ~~a macro tag, wherein the macro tag includes and an identifier of the web page and a reference to a file, and wherein the file includes a reference to an advertisement server and~~ Javascript commands representing a request for the advertisement from the advertisement server; receiving at the advertisement server an indication of the request; selecting at the advertisement server the advertisement from among a plurality of advertisements, wherein the selection is based ~~on the identifier of the web page and~~ on competitive bidding among advertisers bidding in real time to fulfill the request; and sending the advertisement to the browser, the browser superimposing the advertisement onto the web page.